

Homework 4 Assignment

A company plans to sell individual eggs at the supermarket and wants you to design the packaging. The package should hold a single egg safely, that is, the egg should not break if the package is dropped from a height of a few feet. Furthermore, the package should not be too large (so that plenty will fit on the dairy shelf in the grocery store). Finally, the design should be descriptive, so that a consumer will immediately recognize that the package contains a single egg, and attractive, so that they will want to buy the product.

Your design will be competing against that of rival designers (your classmates) and designs will be judged according to the following rubric:



1. Safety of the package. Egg survives a fall from a height of: 2 feet (5 points); 4 feet (10 point); 6 feet (15 points). Zero points if the egg breaks from a fall of 2 feet. The safety of your package will be tested in class (I'll supply the eggs).
2. Size of the package. Over Between 300 and 200 cubic inches (5 points); between 200 and 100 cubic inches (10 points); less than 100 cubic inches (15 points). Zero points if the package is over 300 cubic inches. Volume computed as $(\text{Length}) \times (\text{Width}) \times (\text{Height})$
3. Style of the package. Descriptive (0 to 10 points); Attractive (0 to 10 points). These points will be determined by a professional designer from our School of Art & Design.

You must turn in a prototype of your design, *without* an egg inside. Get cracking!